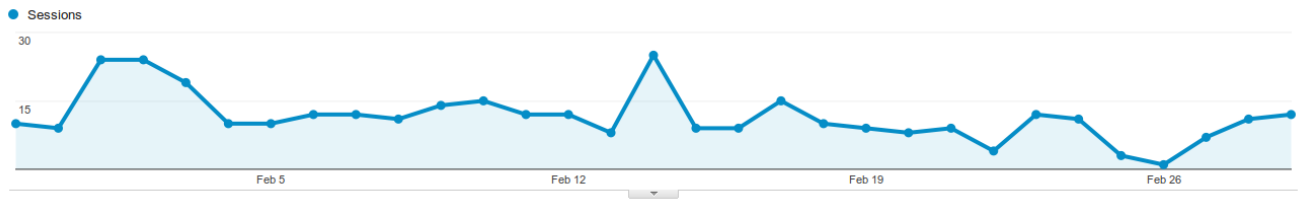


# February 2016 Website Use

The chart below summarizes the use and shows that during February, we had 357 visits, 232 of which were by returning visitors. On the average, each visit was to 3.3 pages, although about one-third of the visits involved only one (as shown by the bounce rate). About 98 per cent of our users are from the U.S., which is a substantial increase from any previous month. We had fewer users than last month (168 compared to 345 in January). Much of the decrease was because of the drop in foreign users.



The figure below compares returning and first-time visitors. On the average first-time users looked at three pages and on average stayed about three and a half minutes, while returning ones stayed for almost five minutes and looked at three or four pages. There is a much smaller difference between how our returning and first-time visitors behaved, probably because of the much smaller proportion of foreign users.

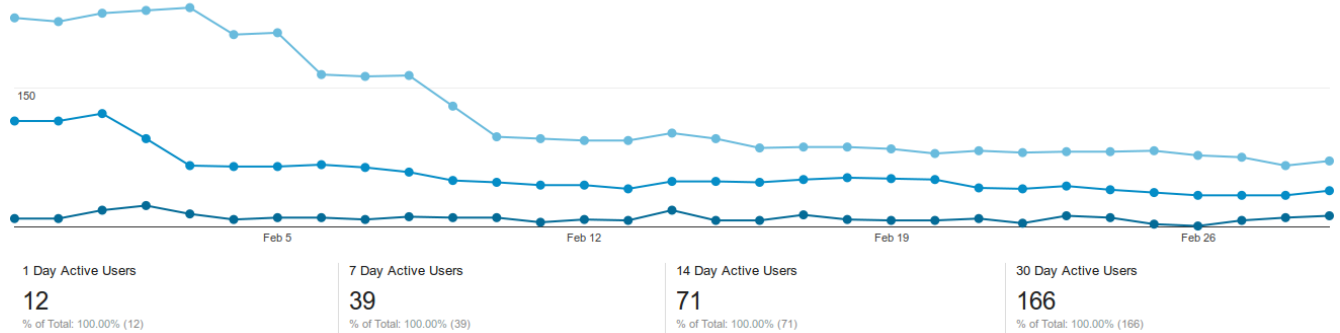


Primary Dimension: **User Type**

Plot Rows: Secondary dimension Sort Type: Default

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	357 % of Total: 100.00% (357)	35.01% Avg for View: 34.73% (0.81%)	125 % of Total: 100.81% (124)	33.61% Avg for View: 33.61% (0.00%)	3.31 Avg for View: 3.31 (0.00%)	00:04:26 Avg for View: 00:04:26 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	232 (64.99%)	0.00%	0 (0.00%)	28.02%	3.41	00:04:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	125 (35.01%)	100.00%	125(100.00%)	44.00%	3.12	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below shows the number of users who've accessed the site within the last day, the last week, and the last two weeks. (I didn't plot the number who we hadn't seen for a month.) A substantial number of people check our site on a regular basis. The number of regular viewers decreased substantially this month; we had 71 visits from people who view the site more often than once every two weeks vs. 230 from such folks last month.



Dick Maybach